

PHILIP MORRIS U.S.A.
 BRAND CONTRIBUTION- MERIT
 OCTOBER 1982
 000 OMITTED

-----CURRENT MONTH-----			-----YEAR TO DATE-----			
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981		ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
			UNITS SOLD (000)			
1,036,252	109,748*	248,965	REGULAR	10,084,526	109,748*	239,760*
174,328	4,328	46,141	MENTHOL	1,697,031	4,328	216,860*
677,152	7,848*	162,032	MERIT 100'S	6,553,510	7,848*	90,016
150,122	16,122	33,920	MERIT 100'S MENTHOL	1,447,049	16,122	231,377*
244,013	70,987*	106,005	MERIT ULTRA LIGHTS	2,215,340	70,987*	373,417
82,057	3,057	32,773	MERIT ULTRA LIGHTS MEN	766,005	3,057	165,351*
165,207	15,207	116,857*	MERIT ULTRA LIGHT	1,356,826	15,207	1,073,706
69,620	4,380*	127,506*	MERIT ULTRA LIGHT	619,753	4,380*	421,559
2,598,751	154,249*	385,473	TOTAL UNITS	24,740,040	154,249*	1,105,350
58,678	1,841*	15,359	NET SALES	513,636	1,841*	73,255
			MARGINAL CONTRIBUTION			
12,388	795*	4,684	REGULAR	103,290	795*	13,334
2,090	129	829	MENTHOL	17,443	129	718
8,217	414	3,226	MERIT 100'S	66,614	414	10,815
1,786	294	676	MERIT 100'S MENTHOL	14,342	294	101
2,840	674*	1,494	MERIT ULTRA LIGHTS	22,035	674*	5,631
937	73	466	MERIT ULTRA LIGHTS MEN	7,449	73	651*
1,916	298	639*	MERIT ULTRA LIGHT	13,109	298	10,545
848	3	887*	MERIT ULTRA LIGHT	6,328	3	4,584
31,022	258*	9,849	TOTAL MARGIN	250,610	258*	45,077
			DIRECT MARKETING EXPENSE			
4,725	166	9,699	ADVERTISING	65,667	166	16,052
13	77	115	SALES AND PROMOTION	233	77	731
1,265	165*	65*	OTHER SELLING	8,708	165*	700*
1,962	438	2,948	MERCHANDISING PROG.	4,913	438	1,063*
246	182	165	PROMOTION EXPENSE	2,109	182	1,086*
3,486	532	3,163	PROMOTIONAL PROGRAMS	25,963	532	2,118*
8,211	698	12,862	TOTAL SALES AND PROMOTION	91,630	698	13,934
22,811	440	22,711	TOTAL DIRECT MARKETING	158,980	440	59,011
			BRAND CONTRIBUTION			
			EXCLUDES FIXED MFG. EXPENSE			
			INDIRECT MKT., G & A, R & D, AND			
			OTHER EXPENSES			

BRAND CONTRIBUTION - MERIT

2049433077

PHILIP MORRIS U.S.A.
 BRAND CONTRIBUTION- MERIT
 SEPTEMBER 1982
 000 OMITTED

-----CURRENT MONTH-----

-----YEAR TO DATE-----

ACTUAL 1982	VARIANCE, FORECAST	FAV.-UNFAV.* 1981		ACTUAL 1982	VARIANCE, FORECAST	FAV.-UNFAV.* 1981
			UNITS SOLD -000-			
1,211,274	189,274	43,805	REGULAR	9,048,271	161,935	488,727*
214,013	49,013	7,973*	MENTHOL	1,522,704	52,225	263,000*
810,902	160,902	63,018	MERIT 100-S	5,876,358	178,177	72,015*
188,044	52,044	11,101*	MERIT 100-S MENTHOL	1,296,927	59,566	265,297*
289,273	44,273	59,654	MERIT ULTRA LIGHTS	1,971,328	14,997	267,413
104,670	35,670	3,097*	MERIT ULTRA LIGHTS MEN	683,948	44,596	198,125*
189,252	20,252	189,240	MERIT ULTRA LIGHT	1,191,619	3,707	1,190,563
87,495	21,495	87,472	MERIT ULTRA LIGHT	550,134	22,539	549,066
3,094,923	572,923	421,018	TOTAL UNITS	22,141,289	537,202	719,878
65,860	13,772	15,299	NET SALES	454,959	13,057	57,897
			MARGINAL CONTRIBUTION			
13,038	2,654	2,536	REGULAR	90,903	2,380	8,651
2,315	633	308	MENTHOL	15,353	666	111*
8,642	2,112	1,995	MERIT 100-S	58,397	2,284	7,590
1,962	631	216	MERIT 100-S MENTHOL	12,556	708	576*
3,028	624	907	MERIT ULTRA LIGHTS	19,195	337	4,137
1,073	410	89	MERIT ULTRA LIGHTS MEN	6,512	494	1,117*
1,919	323	1,919	MERIT ULTRA LIGHT	11,193	169	11,183
940	276	940	MERIT ULTRA LIGHT	5,479	284	5,470
32,917	7,663	8,910	TOTAL MARGIN	219,588	7,322	35,227
			DIRECT MARKETING EXPENSE			
2,351	3,353	882	ADVERTISING	60,942	3,086	6,354
1	44	51	SALES AND PROMOTION			
577	373	86	OTHER SELLING	222	126	613
899	723*	470*	MERCHANDISING PROG.	7,442	1,039	633*
211	102	68*	PROMOTION EXPENSE	2,951	1,029*	4,011*
1,688	204*	401*	PROMOTIONAL PROGRAMS	1,862	380	1,250*
			TOTAL SALES AND PROMOTION	22,477	516	5,281*
4,039	3,149	481	TOTAL DIRECT MARKETING	83,419	3,602	1,073
28,878	10,812	9,391	BRAND CONTRIBUTION	136,169	10,924	36,300
			EXCLUDES FIXED MFG. EXPENSE			
			INDIRECT MKT., G & A, R & D, AND			
			OTHER EXPENSES			

BRAND CONTRIBUTION - MERIT

2049433078

PHILIP MORRIS U.S.A.
 BRAND CONTRIBUTION- MER
 JULY 1982
 000 OMITTED

-----CURRENT MONTH-----

-----YEAR TO DATE-----

ACTUAL 1982	VARIANCE, FORECAST	FAV.-UNFAV.* 1981		ACTUAL 1982	VARIANCE, FORECAST	FAV.-UNFAV.* 1981
UNITS SOLD -000-						
1,011,662	13,662	70,365*	REGULAR	6,808,539	13,662	506,121*
164,610	4,610	34,866*	MENTHOL	1,140,089	4,610	232,041*
662,991	27,991	41,052*	MERIT 100-S	4,396,172	27,991	126,193*
138,772	6,772	42,277*	MERIT 100-S MENTHOL	966,133	6,772	223,933*
229,718	8,282*	14,486	MERIT ULTRA LIGHTS	1,448,049	8,282*	195,238
75,845	7,845	22,514*	MERIT ULTRA LIGHTS MEN	505,198	7,845	165,184*
147,942	7,058*	147,941	MERIT ULTRA LIGHT	850,854	7,058*	850,854
63,959	2,959	63,959	MERIT ULTRA LIGHT	401,553	2,959	401,555
2,495,499	48,499	15,312	TOTAL UNITS	16,516,587	48,499	194,175
51,543	1,009	4,683	NET SALES	336,841	1,009	36,154
MARGINAL CONTRIBUTION						
10,280	139	554	REGULAR	67,410	139	5,144
1,678	47	123*	MENTHOL	11,318	47	410*
6,661	281	402	MERIT 100-S	43,032	281	4,901
1,358	67	227*	MERIT 100-S MENTHOL	9,195	67	676*
2,254	81*	287	MERIT ULTRA LIGHTS	13,870	81*	2,958
728	75	160*	MERIT ULTRA LIGHTS MEN	4,726	75	982*
1,398	66*	1,398	MERIT ULTRA LIGHT	7,843	66*	7,843
644	30	644	MERIT ULTRA LIGHT	3,924	30	3,924
25,001	492	2,775	TOTAL MARGIN	161,318	492	22,702
DIRECT MARKETING EXPENSE						
2,339	295	447	ADVERTISING	55,308	295	4,958
1	39	25	SALES AND PROMOTION			
662	288	94	OTHER SELLING	219	39	482
410	284*	46*	MERCHANDISING PROG.	6,293	288	1,004*
128	186	6*	PROMOTION EXPENSE	1,874	284*	3,496*
1,201	229	67	PROMOTIONAL PROGRAMS	1,429	186	1,105*
3,540	524	514	TOTAL SALES AND PROMOTION	19,815	229	5,123*
21,461	1,016	3,289	TOTAL DIRECT MARKETING	75,123	524	165*
BRAND CONTRIBUTION						
			EXCLUDES FIXED MFG. EXPENSE	86,195	1,016	22,537
			INDIRECT MKT., G & A, R & D, AND			
			OTHER EXPENSES			

BRAND CONTRIBUTION - MERIT

2049433079

PHILIP MORRIS U.S.A.
 BRAND CONTRIBUTION- MERIT
 MAY 1982
 000 OMITTED

CURRENT MONTH			000 OMITTED	YEAR TO DATE		
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981		ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
UNITS SOLD (000)						
961,664	8,336*	116,712	REGULAR	4,703,906	27,347*	447,126*
155,888	14,112*	1,501	MENTHOL	792,439	19,377*	181,319*
620,122	25,122	72,425	MERIT 100'S	3,037,910	59,610	83,118*
133,325	16,675*	8,093*	MERIT 100'S MENTHOL	673,797	28,064*	150,850*
209,017	25,983*	47,424	MERIT ULTRA LIGHTS	982,143	50,826*	153,184
72,667	7,333*	3,449	MERIT ULTRA LIGHTS MEN	349,189	11,477*	129,788*
126,894	13,106*	126,895	MERIT ULTRA LIGHT	556,449	30,207*	556,449
57,973	2,027*	57,973	MERIT ULTRA LIGHT	273,200	3,466*	273,200
2,337,550	62,450*	418,286	TOTAL UNITS	11,369,033	111,154*	9,368*
48,275	1,281*	12,069	NET SALES	230,530	2,275*	23,254
MARGINAL CONTRIBUTION						
9,770	86*	2,200	REGULAR	46,023	276*	3,207
1,589	144*	201	MENTHOL	7,775	198*	356*
6,231	252	1,371	MERIT 100'S	29,385	599	3,712
1,305	163*	69	MERIT 100'S MENTHOL	6,334	273*	338*
2,051	255*	576	MERIT ULTRA LIGHTS	9,298	499*	2,259
698	71*	87	MERIT ULTRA LIGHTS MEN	3,228	113*	753*
1,199	124*	1,199	MERIT ULTRA LIGHT	5,062	283*	5,062
584	20*	584	MERIT ULTRA LIGHT	2,632	37*	2,632
23,427	611*	6,287	TOTAL MARGIN	109,737	1,080*	15,425
DIRECT MARKETING EXPENSE						
13,407	96*	6,139*	ADVERTISING	47,650	314*	2,829
	133	15	SALES AND PROMOTION			
957	142*	109*	OTHER SELLING	213	228	436
9,479	929	8,967*	MERCHANDISING PROG.	4,786	143*	882*
186	157	134*	PROMOTION EXPENSE	1,414	586	3,917*
10,622	1,077	9,195*	PROMOTIONAL PROGRAMS	1,063	281	911*
			TOTAL SALES AND PROMOTION	17,476	952	5,274*
24,029	981	15,334*	TOTAL DIRECT MARKETING	65,126	638	2,445*
602-	370	9,047*	BRAND CONTRIBUTION	44,611	442*	12,980
EXCLUDES FIXED MFG. EXPENSE						
INDIRECT MKT., G & A, R & D, AND						
OTHER EXPENSES						

BRAND CONTRIBUTION - MERIT

0808E4640Z

PHILIP MORRIS U.S.A.
BRAND CONTRIBUTION- MERIT
APRIL 1982
000 OMITTED

-----CURRENT MONTH-----			-----YEAR TO DATE-----			
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981		ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
			UNITS SOLD (000)			
940,988	19,012*	190,024*	REGULAR	3,742,242	19,012*	563,839*
159,736	5,264*	57,461*	MENTHOL	636,552	5,264*	182,818*
609,488	34,488	86,789*	MERIT 100'S	2,417,788	34,488	155,543*
133,611	11,389*	54,593*	MERIT 100'S MENTHOL	540,472	11,389*	142,757*
200,157	24,843*	24,428	MERIT ULTRA LIGHTS	773,126	24,843*	105,759
70,856	4,144*	18,075*	MERIT ULTRA LIGHTS MEN	276,521	4,144*	133,238*
117,899	17,101*	117,899	MERIT ULTRA LIGHT	429,555	17,101*	429,555
53,561	1,439*	53,561	MERIT ULTRA LIGHT	215,227	1,439*	215,227
2,286,296	48,704*	211,054*	TOTAL UNITS	9,031,483	48,704*	427,654*
47,215	994*	1,901	NET SALES	182,255	994*	11,185
			MARGINAL CONTRIBUTION			
9,562	193*	248	REGULAR	36,253	193*	1,007
1,628	54*	173*	MENTHOL	6,186	54*	557*
6,124	346	455	MERIT 100'S	23,155	346	2,342
1,308	110*	202*	MERIT 100'S MENTHOL	5,029	110*	407*
1,964	244*	489	MERIT ULTRA LIGHTS	7,246	244*	1,682
680	39*	59*	MERIT ULTRA LIGHTS MEN	2,530	39*	840*
1,114	161*	1,114	MERIT ULTRA LIGHT	3,863	161*	3,863
539	14*	539	MERIT ULTRA LIGHT	2,048	14*	2,048
22,919	469*	2,411	TOTAL MARGIN	86,310	469*	9,138
			DIRECT MARKETING EXPENSE			
9,610	218*	1,020*	ADVERTISING	34,244	218*	8,967
20	98	170	SALES AND PROMOTION			
830	2*	258*	OTHER SELLING	211	98	423
531	344*	902	MERCHANDISING PROG.	3,829	2*	772*
221	123	179*	PROMOTION EXPENSE	1,935	344*	5,049
1,602	125*	635	PROMOTIONAL PROGRAMS	878	123	778*
			TOTAL SALES AND PROMOTION	6,853	125*	3,922
11,212	343*	385*	TOTAL DIRECT MARKETING	41,097	343*	12,889
11,707	812*	2,026	BRAND CONTRIBUTION	45,213	812*	22,027
			EXCLUDES FIXED MFG. EXPENSE			
			INDIRECT MKT., G & A, R & D, AND			
			OTHER EXPENSES			

BRAND CONTRIBUTION - MERIT

1808E4640Z

PHILIP MORRIS U.S.A.
 BRAND CONTRIBUTION- MERIT
 MARCH 1982
 000 OMITTED

-----CURRENT MONTH-----			-----YEAR TO DATE-----			
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981		ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
UNITS SOLD (000)						
975,165	160,165	157,911*	REGULAR	2,801,253	111,253	373,817*
165,832	10,832	44,653*	MENTHOL	476,816	3,184*	125,358*
634,804	139,804	49,575*	MERIT 100'S	1,808,300	168,300	68,754*
140,725	10,725	43,585*	MERIT 100'S MENTHOL	406,861	1,861	88,164*
212,904	12,096*	68,308	MERIT ULTRA LIGHTS	572,969	147,031*	81,332
73,130	16,870*	13,125*	MERIT ULTRA LIGHTS MEN	205,666	99,334*	115,163*
124,600	40,400*	124,600	MERIT ULTRA LIGHT	311,656	238,344*	311,656
58,407	8,407	58,407	MERIT ULTRA LIGHT	161,666	8,334*	161,666
2,385,567	260,567	57,834*	TOTAL UNITS	6,745,187	214,813*	216,602*
49,209	6,324	5,060	NET SALES	135,040	3,270*	9,284
MARGINAL CONTRIBUTION						
9,880	1,980	626	REGULAR	26,690	1,452	758
1,687	181	40*	MENTHOL	4,558	36	384*
6,359	1,617	842	MERIT 100'S	17,031	1,829	1,887
1,375	163	87*	MERIT 100'S MENTHOL	3,722	69	204*
2,087	16*	882	MERIT ULTRA LIGHTS	5,282	1,226*	1,193
701	121*	6*	MERIT ULTRA LIGHTS MEN	1,850	840*	781*
1,176	305*	1,176	MERIT ULTRA LIGHT	2,749	2,016*	2,749
587	107	587	MERIT ULTRA LIGHT	1,509	68*	1,509
23,852	3,606	3,980	TOTAL MARGIN	63,391	764*	6,727
DIRECT MARKETING EXPENSE						
7,271	1,432	7,745	ADVERTISING	24,633	1,476	9,988
185	32*	82*	SALES AND PROMOTION	191	254	253
1,093	7	141*	OTHER SELLING	3,000	300	516*
355	225	1,658	MERCHANDISING PROG.	1,405	327	4,147
303	157*	285*	PROMOTION EXPENSE	657	219*	599*
1,936	43	1,150	PROMOTIONAL PROGRAMS	5,253	662	3,285
9,207	1,475	8,895	TOTAL SALES AND PROMOTION	29,886	2,138	13,273
14,645	5,081	12,875	TOTAL DIRECT MARKETING	33,505	1,374	20,000
BRAND CONTRIBUTION						
EXCLUDES FIXED MFG. EXPENSE						
INDIRECT MKT., G & A, R & D, AND						
OTHER EXPENSES						

BRAND CONTRIBUTION - MERIT

2049433082

PHILIP MORRIS U.S.A.
 BRAND CONTRIBUTION- MERIT
 FEBRUARY 1982
 000 OMITTED

-----CURRENT MONTH-----

-----YEAR TO DATE-----

ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981		ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
			UNITS SOLD (000)			
855,014	74,986*	134,353*	REGULAR	1,826,088	48,912*	215,907*
146,314	13,686*	39,999*	MENTHOL	310,984	14,516*	80,704*
552,680	17,314*	32,420*	MERIT 100'S	1,173,496	28,496	19,179*
125,933	9,967*	24,125*	MERIT 100'S MENTHOL	266,136	8,864*	44,579*
171,872	73,128*	7,212	MERIT ULTRA LIGHTS	360,365	134,935*	13,324
64,664	40,336*	51,034*	MERIT ULTRA LIGHTS MEN	132,535	82,465*	102,039*
98,893	91,107*	98,893	MERIT ULTRA LIGHT	187,057	197,943*	187,057
56,174	1,174	56,174	MERIT ULTRA LIGHT	103,259	16,741*	103,259
2,071,550	318,450*	119,652*	TOTAL UNITS	4,359,620	475,380*	158,768*
40,683	6,485*	1,102	NET SALES	85,832	9,593*	4,226
			MARGINAL CONTRIBUTION			
7,828	771*	253*	REGULAR	16,807	531*	128
1,344	141*	185*	MENTHOL	2,871	145*	343*
5,001	276*	276	MERIT 100'S	10,671	211	1,044
1,101	97*	89*	MERIT 100'S MENTHOL	2,345	96*	119*
1,522	658*	152	MERIT ULTRA LIGHTS	3,197	1,208*	313
563	349*	386*	MERIT ULTRA LIGHTS MEN	1,152	716*	772*
819	802*	819	MERIT ULTRA LIGHT	1,571	1,713*	1,571
494	8*	494	MERIT ULTRA LIGHT	925	172*	925
18,672	3,032*	828	TOTAL MARGIN	39,539	4,370*	2,747
			DIRECT MARKETING EXPENSE			
9,593	890*	8,043	ADVERTISING	17,363	43	2,242
			SALES AND PROMOTION			
72-	220	156*	OTHER SELLING	4	288	337
933	167	63	MERCHANDISING PROG.	1,907	293	374*
557	385*	2,835	PROMOTION EXPENSE	1,050	102	2,489
315	169*	296*	PROMOTIONAL PROGRAMS	355	63*	316*
1,733	167*	2,446	TOTAL SALES AND PROMOTION	3,316	620	2,136
11,326	1,057*	10,489	TOTAL DIRECT MARKETING	20,679	663	4,378
7,346	4,089*	11,317	BRAND CONTRIBUTION	18,860	3,707*	7,125
			EXCLUDES FIXED MFG. EXPENSE			
			INDIRECT MKT., G & A, R & D, AND			
			OTHER EXPENSES			

BRAND CONTRIBUTION - MERIT

2049433083

PHILIP MORRIS U.S.A.
 BRAND CONTRIBUTION- MERIT
 JANUARY 1982
 000 OMITTED

-----CURRENT MONTH-----			000 OMITTED	-----YEAR TO DATE-----		
ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981		ACTUAL 1982	VARIANCE, FAV.-UNFAV.* FORECAST	1981
UNITS SOLD (000)						
971,072	26,072	81,556*	REGULAR	971,072	26,072	81,556*
164,670	330*	40,705*	MENTHOL	164,670	330*	40,705*
620,810	45,810	13,241	MERIT 100'S	620,810	45,810	13,241
140,203	203	20,454*	MERIT 100'S MENTHOL	140,203	203	20,454*
183,193	61,807*	6,111	MERIT ULTRA LIGHTS	188,193	61,807*	6,111
67,872	42,128*	51,003*	MERIT ULTRA LIGHTS MEN	67,872	42,128*	51,003*
88,164	106,836*	88,164	MERIT ULTRA LIGHT	88,164	106,836*	88,164
47,086	17,914*	47,086	MERIT ULTRA LIGHT	47,086	17,914*	47,086
2,288,070	156,930*	39,116*	TOTAL UNITS	2,288,070	156,930*	39,116*
45,149	3,108*	3,124	NET SALES	45,149	3,108*	3,124
MARGINAL CONTRIBUTION						
8,977	238	379	REGULAR	8,977	238	379
1,528	3*	157*	MENTHOL	1,528	3*	157*
5,670	417	768	MERIT 100'S	5,670	417	768
1,244	1	30*	MERIT 100'S MENTHOL	1,244	1	30*
1,675	550*	161	MERIT ULTRA LIGHTS	1,675	550*	161
590	366*	385*	MERIT ULTRA LIGHTS MEN	590	366*	385*
752	911*	752	MERIT ULTRA LIGHT	752	911*	752
431	164*	431	MERIT ULTRA LIGHT	431	164*	431
20,867	1,338*	1,919	TOTAL MARGIN	20,867	1,338*	1,919
DIRECT MARKETING EXPENSE						
7,770	933	5,801*	ADVERTISING	7,770	933	5,801*
SALES AND PROMOTION						
76	68	493	OTHER SELLING	76	68	493
974	126	437*	MERCHANDISING PROG.	974	126	437*
493	487	346*	PROMOTION EXPENSE	493	487	346*
40	106	20*	PROMOTIONAL PROGRAMS	40	106	20*
1,583	787	310*	TOTAL SALES AND PROMOTION	1,583	787	310*
9,353	1,720	6,111*	TOTAL DIRECT MARKETING	9,353	1,720	6,111*
11,514	382	4,192*	BRAND CONTRIBUTION	11,514	382	4,192*
EXCLUDES FIXED MFG. EXPENSE						
INDIRECT MKT., G & A, R & D, AND						
OTHER EXPENSES						

BRAND CONTRIBUTION - MERIT

2049433084

PHILIP MORRIS U.S.A.
 BRAND CONTRIBUTION- MERIT
 DECEMBER 1981
 000 OMITTED

-----CURRENT MONTH-----

-----YEAR TO DATE-----

ACTUAL 1981	VARIANCE, FAV.-UNFAV.* FORECAST	1980		ACTUAL 1981	VARIANCE, FAV.-UNFAV.* FORECAST	1980
UNITS SOLD (000)						
1,015,431	67,569*	146,299*	REGULAR	12,266,311	58,689*	1,378,739*
175,319	38,681*	59,259*	MENTHOL	2,245,388	59,316*	483,180*
656,262	10,738*	24,552*	MERIT 100'S	7,713,148	27,774	97,185
152,961	30,039*	30,861*	MERIT 100'S MENTHOL	1,970,430	44,794*	50,259*
199,616	41,384*	199,616	MERIT ULTRA LIGHTS	2,210,356	109,558*	2,210,356
72,850	50,150*	72,850	MERIT ULTRA LIGHTS MEN	1,064,531	100,541*	1,064,531
66,241	108,759*	66,241	MERIT ULTRA LIGHT	384,214	221,841*	384,214
40,187	9,813*	40,187	MERIT ULTRA LIGHT	264,899	56,170*	264,899
2,378,867	357,133*	117,923	TOTAL UNITS	28,119,277	623,135*	2,109,007
46,999	6,958*	6,084	NET SALES	528,918	12,647*	84,311
MARGINAL CONTRIBUTION						
9,995	618*	462*	REGULAR	109,044	534*	134*
1,727	379*	323*	MENTHOL	19,990	581*	1,141*
6,406	65*	378	MERIT 100'S	67,969	309	8,115
1,465	285*	95*	MERIT 100'S MENTHOL	17,037	428*	1,876
1,989	408*	1,989	MERIT ULTRA LIGHTS	20,075	1,113*	20,075
717	492*	717	MERIT ULTRA LIGHTS MEN	9,411	1,001*	9,411
654	1,072*	654	MERIT ULTRA LIGHT	3,563	2,414*	3,563
390	94*	390	MERIT ULTRA LIGHT	2,405	701*	2,405
23,343	3,413*	3,248	TOTAL MARGIN	249,494	6,463*	44,170
DIRECT MARKETING EXPENSE						
11,223	442*	6,376*	ADVERTISING	107,271	135	34,848*
528	256*	429*	SALES AND PROMOTION	1,653	203	1,183*
615	213	11*	OTHER SELLING	9,412	61	3,861*
1,877-	3,995	2,156	MERCHANDISING PROG.	14,922	4,099	12,061*
935	576*	770*	PROMOTION EXPENSE	2,359	767*	1,922*
201	3,376	946	PROMOTIONAL PROGRAMS	28,346	3,596	19,027*
11,424	2,934	5,430*	TOTAL SALES AND PROMOTION	135,617	3,731	53,875*
11,919	479*	2,182*	TOTAL DIRECT MARKETING	113,877	2,732*	9,705*

BRAND CONTRIBUTION - MERIT

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